

## Press Release

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### **Wavelength B2B Expands its International Service to Canada** *Agency adds Bosch Rexroth Canada to global client roster*

LANCASTER, PA – [Wavelength B2B](#), a business-to-business integrated marketing communications firm, has been chosen to develop a technical application story for Bosch Rexroth Canada.

Bosch Rexroth selected Wavelength B2B because of the agency's leading content development services. Wavelength offers fully integrated marketing communications services, but has enhanced its content development services in response to recent marketing industry trends.

“Audience-centric content plays a key role in competitive differentiation,” said Jody Jacobs, Wavelength's B2B Marketing Strategist and Partner. “Bosch Rexroth Canada looked to us to provide them with an application story that would not just outline the project's parameters but would clearly communicate the company's brand value.”

The application involves programmable logic controller (PLC) and hydraulic technologies applied to the machine manufactured in Finland, and marketed through HewSaw North America of British Columbia, Canada. The installation is in a lumber mill in Cross City, Florida.

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Bosch Rexroth Canada is the Canadian partner company of Bosch Rexroth AG, one of the world's leading specialists in the field of drive and control technologies. Under the brand name Rexroth, the company supplies customers with tailored solutions used in industrial and factory automation environments as well as in mobile applications.

Bosch Rexroth Canada is the latest in Wavelength's international client roster. The agency also services German-based Festo Corporation and China-based Midea Group.

To learn more about Wavelength B2B visit [www.wavelengthb2b.com](http://www.wavelengthb2b.com).

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Wavelength B2B is a full-service business-to-business marketing firm that helps companies use marketing to drive top-line growth. The company uses relevant messaging, audience targeting and program integration to increase marketing effectiveness. Services include strategic marketing program development, advertising, public relations, interactive and web 3.0, direct communications, graphic design and illustration. To learn more call Jennifer Peterson at 717.823.6939 or visit [www.wavelengthb2b.com](http://www.wavelengthb2b.com).